

## Chapter 14

### Presenting the Product

Name \_\_\_\_\_

1. During the product presentation phase of a sale, you show the product and tell about it. What is the goal of the product presentation?
2. List and explain the guidelines that can help you achieve your selling goal.
3. *Jargon* is technical or specialized vocabulary, what terms can the average customer understand?
4. List and explain the ways that you can make your presentation come alive.
5. What is an objection?
6. What are excuses?
7. What do excuses usually attempt to hide?
8. How can objections help you in your sales process?

9. What could you prepare in order to help you handle most objections that would occur during a sales situation, and what does it do?

10. List five common objection categories:

11. Describe the four-step process for handling objections.

1.

2.

3.

4.

5.

12. What is restating a customer's concern in a different way?

13. **Describe** the six specialized methods of handling objections and an example of each.

1.

2.

3.

4.

5.

6.